

Message Text

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ORIGIN COME-00

INFO OCT-01 EB-08 MMO-04 AF-10 ARA-14 EA-12 EUR-12
NEA-10 SIG-03 ISO-00 /074 R

DRAFTED BY COM/BED/OIM/JSMORSE/JHS
APPROVED BY EB/TCA/JWBILLER
COM/BED/OIM/RGARNITZ
COM/BED/CAGNE/PHALE
COM/BED/WD MORAN;AF/EP:LWHITE
COM/BFO/RDEPAULO;EUR/RPE:ECASEY
M/MO/R/JRUCHTI (INFO)
EB/OCA/SPHARRIS
NEA/RA/RPRICKETT;EA/EP:DSTEBBING
ARA/ECP/JHENNEKE

-----077698 110529Z /13

R 102332Z APR 78
FM SECSTATE WASHDC
TO ALL DIPLOMATIC AND CONSULAR POSTS

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INFORM CONSULS

E.O. 11652:N.A.

TAGS: BEXP, XX

SUBJECT: NEW TAILORED EXPORT MARKETING PLANS SERVICE (TEMPS)

1. FOR APPROXIMATELY EIGHT MONTHS, USDOC HAS BEEN TESTING
A PILOT PROGRAM TO ASSESS THE NEED FOR AND VIABILITY OF
PROVIDING TAILORED EXPORT MARKETING STRATEGIES MAINLY FOR
INDIVIDUAL, SMALL, MEDIUM AND MINORITY OWNED U.S. COMPANIES.
THE RESPONSE AND ACCEPTANCE THAT WAS IMMEDIATELY DEMONSTRATED
FOR THIS PROGRAM HAS LED TO THE DECISION TO ESTABLISH IT AS
A PERMANENT ELEMENT OF COMMERCE'S PROMOTIONAL MIX.

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2. THE PRIMARY PURPOSE OF TEMPS IS TO WORK CLOSELY, AND ON
AN INDIVIDUAL BASIS WITH IDENTIFIED SMALL, MEDIUM AND
MINORITY OWNED COMPANIES TO ACTUALLY PUT THEM IN THE EXPORT
BUSINESS. THE OBJECTIVE IS TO DETERMINE THEIR LEVEL OF
EXPORT CAPABILITY; TO IDENTIFY APPROXIMATELY SIX OF THE
BEST EXPORT MARKETS FOR THEIR SPECIFIC PRODUCTS; TO DESIGN

A STEP-BY-STEP MARKETING PLAN FOR THEM TO BECOME SUCCESSFULLY ESTABLISHED IN EXPORTING; TO MAKE DISTRIBUTION, PROMOTIONAL AND ADVERTISING RECOMMENDATIONS; AND TO WORK WITH THEM ON A CONTINUING BASIS PROVIDING ADVICE AND COUNSEL UNTIL THEY ARE CONFIDENT ENOUGH TO PROCEED ON THEIR OWN.

3. OPERATIONALLY, WHILE THERE WILL DOUBTLESS BE SOME EXCEPTIONS, THE TEMPS PROCESS WILL BE INITIATED BY REFERRALS FROM USDOC DISTRICT OFFICES OF COMPANIES WHOSE NEEDS ARE SO SPECIALIZED AND/OR DETAILED THAT THEY CANNOT BE SATISFIED THROUGH REGULAR DISTRICT OFFICE COUNSELING. EACH COMPANY WILL BE ASSIGNED TO AN ANALYST IN THE EXPORT MARKETING PLANS SECTION OF THE OFFICE OF EXPORT STIMULATION (OES) (A NEW UNIT THAT WILL BE SET UP AS PART OF THE BUREAU OF EXPORT DEVELOPMENT (BED) REALIGNMENT WHICH WILL TAKE PLACE IN THE NEAR FUTURE) WHO, IF NECESSARY, WILL TRAVEL TO THE COMPANY'S HEADQUARTERS TOGETHER WITH COMMERCE DISTRICT OFFICE TRADE SPECIALISTS IN ORDER TO MAKE AN ON-SITE EVALUATION OF ITS CAPABILITIES AND NEEDS. THE ANALYST WILL THEN ESTABLISH MARKET PRIORITIES FOR THE COMPANY BASED ON INFORMATION ALREADY AVAILABLE IN BED AND REQUEST FROM THE RELEVANT BED COUNTRY SPECIALISTS A CURRENT ASSESSMENT OF THE SALEABILITY OF AND DEMAND FOR THE COMPANY'S PRODUCTS. BED COUNTRY SPECIALISTS WILL PERFORM A "FILE SEARCH" TO ASSEMBLE ALL DATA ALREADY AVAILABLE IN-HOUSE

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BEARING UPON THE FACTORS MENTIONED ABOVE.

4. IF NECESSARY, STATE/COMMERCE WILL CABLE THE POST WITH A REQUEST FOR A BRIEF STUDY TO SUPPLEMENT THE AVAILABLE DATA. (SEE PARA 5) USING THE INFORMATION PROVIDED BY THE POSTS AND BED'S COUNTRY SPECIALISTS, THE OES ANALYST WILL PREPARE AND DELIVER TO THE COMPANY A TAILORED STRATEGY WHICH WILL INCLUDE A MARKET ANALYSIS, A TACTICAL STEP-BY-STEP APPROACH TO EACH MARKET THAT IS FINALLY SELECTED, AND A RECOMMENDED ACTION TIME-TABLE. A COPY OF THE PLAN WILL BE SENT TO THE USDOC DISTRICT OFFICE THAT ORIGINALLY REFERRED THE COMPANY FOR APPROPRIATE FOLLOW-UP. IN ADDITION, THE OES ANALYST WILL CHECK WITH THE COMPANY AT EACH "DECISION POINT" ON THE TIMETABLE TO SEE HOW THE COMPANY IS PROGRESSING.

5. ACTION REQUESTED: IN RESPONDING TO TEMPS REQUESTS, POSTS ARE ASKED, AS A MINIMUM TO PERFORM A FILE SEARCH AND TO TELEPHONE A NUMBER OF KEY BUYERS AND/OR AGENTS TO OBTAIN THEIR VIEWS ON PRODUCT ACCEPTABILITY IN THE MARKET-PLACE. IN ADDITION, COPIES OF ARTICLES FROM LOCAL PUBLICATIONS, SECTIONS OF HOST COUNTRY DEVELOPMENT PLANS, PERTI-

NENT GOVERNMENT STATISTICS, ETC., AND THE OPINIONS OF QUALIFIED POST PERSONNEL INDICATING PRESENT AND POTENTIAL DEMAND FOR THE PRODUCT, WOULD BE EXAMPLES OF THE TYPE OF INFORMATION DESIRED FOR TEMPS RESPONSES.

6. POSTS ARE NOT REPEAT NOT EXPECTED TO SPEND MORE THAN

ONE PERSON-DAY ON A RESPONSE TO A TEMPS REQUEST, ALTHOUGH POSTS MAY EXCEED THIS LEVEL IF RESOURCES PERMIT AND THE PRODUCT APPEARS TO HAVE GOOD MARKET PROSPECTS. IF THE POST JUDGES THAT MORE THAN ONE PERSON-DAY IS NEEDED, IT SHOULD IMMEDIATELY SO INFORM COMMERCE, INDICATING ESTIMATED TIME REQUIRED, WHETHER IT WOULD BE DESIRABLE TO CONTRACT FOR THE STUDY, OR WHETHER THE REQUEST CAN BE MET BY THE UNCLASSIFIED

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POST THROUGH A PROPOSED REORDERING OF ITS COMMERCIAL PRIORITIES. PENDING A STATE/COMMERCE RESPONSE, THE POST SHOULD IMMEDIATELY PROCEED TO PREPARE AND SUBMIT A RESPONSE TO THE TEMPS REQUEST ON THE BASIS OF THE ABOVE GUIDELINES.

7. THE IMPACT OF TEMPS IS LIKELY TO VARY CONSIDERABLY FROM CASE TO CASE AND FROM POST TO POST, WITH SOME RECEIVING MORE REQUESTS THAN OTHERS. POSTS ARE REQUESTED TO INFORM WASHINGTON SHOULD THE CUMULATIVE NUMBER OF TEMPS REQUESTS IMPOSE AN UNDUE BURDEN.

8. FYI: GIVEN PRESENT BED RESOURCES, COMMERCE ESTIMATES THAT 50-75 INDIVIDUAL PLANS WILL BE COMPLETED IN FY 79. COMMERCE'S GOAL, WHICH WILL REQUIRE ADDITIONAL RESOURCES, IS TO ACHIEVE AN ANNUAL LEVEL OF 200 PLANS. THE ESTIMATED IMPACT ON INDIVIDUAL POSTS IS, OF COURSE, DIFFICULT TO JUDGE AT THIS TIME, BUT PROVISION WILL BE MADE IN FUTURE CCPS TO COVER THIS NEW PROGRAM.

9. POSTS ARE REQUESTED TO INDICATE THE NUMBER OF WORK-HOURS EXPENDED IN RESPONDING TO EACH TEMPS REQUEST.

10. DURING THE INITIAL PHASE OF THE TEMPS PROGRAM, A VARIETY OF US FIRMS WILL BE INCLUDED IN ORDER TO EVALUATE THE APPLICABILITY AND EFFECTIVENESS OF THIS APPROACH. SOME FIRMS RECEIVING TEMPS SERVICES MAY NOT MEET ALL OF THE CRITERIA OUTLINED IN PARAS ONE AND TWO ABOVE. POSTS VIEWS CONCERNING THE PROGRAM'S METHODS AND GOALS WOULD BE WELCOMED. VANCE

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Message Attributes

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Capture Date: 01 jan 1994
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Current Classification: UNCLASSIFIED
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Control Number: n/a
Copy: SINGLE
Draft Date: 10 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
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Disposition Comment:
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Review Event:
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Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3017326
Secure: OPEN
Status: NATIVE
Subject: NEW TAILORED EXPORT MARKETING PLANS SERVICE (TEMPS)
TAGS: BEXP, XX
To: ALL POSTS
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/6a5c20b3-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
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